



JURADE DE SAINT-EMILION

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PRESS RELEASE

THE JURADE DE SAINT-EMILION STRENGTHENS ITS LINKS WITH CAMEROON WITH THE CREATION OF A CHANCELLERY IN YAOUNDE ON APRIL 9, 2025 RETURN ON AN OUTSTANDING EVENING

The Jurade of Saint-Emilion inaugurated its official Chancellery in Cameroon on **April 9**, in **Yaounde**, the official creation of its **Chancellery in Cameroon** during a solemn ceremony and gala dinner organized in the prestigious setting of the **French Embassy**.

This new Chancellerie is the latest addition to Jurade de Saint-Emilion's international network, which already includes representations in Belgium, England, Malta, Singapore, Kuala Lumpur, Hong Kong, Norway and Côte d'Ivoire. Each Chancellery embodies the Jurade's mission: to promote the excellence of Saint-Emilion wines around the world, to maintain historic links with major countries and to strengthen cultural cooperation around the culinary arts and sommellerie.

An exceptional ceremony at the French Embassy

In the opinion of the guests, the evening of April 9 will be remembered as a highlight in the cultural and gastronomic life of Yaoundé. More than an hundred guests, drawn from political, economic and cultural circles, as well as key players in the wine world, attended the convivial, sharing ceremony.

In the High Presence of **His Excellency Ferdinand Ngoh Ngoh, Minister of State, Secretary General of the Presidency of the Republic of Cameroon** and **Mr. Joseph Dion Ngute, Prime Minister**, Head of Government of the Republic of Cameroon, the creation of the Chancellery in Yaounde marks an important step in strengthening the links between Saint-Emilion wines and the African continent.

The choice of Chancellor and Vice-Chancellor is no accident. **Ama TUTU MUNA, appointed Chancellor of the Jurade in Yaounde**, is a deeply committed woman, both politically and culturally, and invested in all projects that promote Cameroonian and African art and gastronomy, as well as heritage knowledge. Ambassador for Cameroonian culture and gastronomy, she embodies the elegance of commitment, the strength of leadership and a passion for heritage. Leading politician in Cameroon, she is today a figure to be reckoned with. Renowned for her rigor, hard work, vision and ability to bring people together, she has won the respect of her peers while remaining close to the realities of the Cameroonian people. Convinced that the identity of a people rests on its cultural roots, she has multiplied initiatives to preserve, enhance and promote Cameroonian traditions.



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Daniel EBOUMBOU, appointed Vice-Chancellor, is an eminent figure in business administration and a key player in the tourism, hospitality and communications sectors in Africa and internationally.

In her speech, **the new Chancellor, Ama TUTU MUNA**, said she was fully aware of her new responsibilities: "By accepting the role of ambassador of Saint-Emilion wines in Cameroon, I also intend to promote and sublimate the richness of our culinary art. The aim of this new Chancellery is to promote the values and traditions of our two cultures, to make the wine of Saint-Emilion resonate, and to showcase how these enchanting wines are perfect companions to our traditional dishes. The land of shrimps (Cameroon) doesn't come as a simple guest to the table of the greats, it comes with its own cellar, its own music, its own rituals and also its ancestral knowledge".

In his turn, the Prime Minister of Cameroon, **His Excellency Mr. Joseph Dion Ngute**, inducted as Pair de la Jurade, expressed his joy at being in this emblematic venue, the French Embassy, and thanked the Jurade for honouring him at this important event, which celebrates the richness of a centuries-old tradition, that of Saint-Emilion wines.

Impressed by the solemnity of this induction, which embodies the desire to perpetuate a unique heritage forged by generations of devoted winegrowers and enthusiasts, he affirmed that Saint-Emilion wines are distinguished by their exceptional quality, their originality, and the emotion they evoke at every tasting. Through his presence, he wished to express his gratitude for the sympathy and friendship shown to him by the Jurats of Saint-Emilion. From now on, he pledged his sincere commitment to promoting the Saint-Emilion name in Cameroon and beyond.

For his part, **the French Ambassador, His Excellency Thierry Marchand**, today's host, underlined his emotion at receiving the Jurade of Saint-Emilion. To be honored in this way by the Jurade of Saint-Emilion, a land of history and winegrowing passion, has a profound meaning for him, a native of Bergerac who grew up surrounded by the landscapes, traditions and friendships rooted in this beautiful region. Following this induction, he indicated that he was now also becoming an Ambassador for Saint-Emilion Wines, and that he would do his utmost, as France's Ambassador to Cameroon, to promote the values of his country by promoting the name of Saint-Emilion, its traditions, its winemaking excellence and its ability to bring people together.

Without a doubt, this evening marks the beginning of many new chapters in the history of this young Chancellery, whose first page was written on April 9, under the sign of transmission and respect for heritage.

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